

Helping You to Solve Your BUSINESS PROBLEMS

Laying Out and Illustrating Your Advertisement



Illustration of Layout in Correct Form for the Printer

The illustration above is a reproduction of a layout with the cuts or illustrations in their proper place, the dotted lines indicating where the text of the ad is to be placed. An ad prepared in this manner insures a more effective "set-up" and the more attractive your advertisement, the more likely you are of getting results. The advertising salesman handling your account will give you this kind of copy service without any additional charge, so don't hesitate to call us. Some advertisers make the mistake of not taking the advertising solicitor into their confidence. Discuss your business problems with him, for he is familiar with business conditions in general and in most cases it will mean better advertising copy and more sales for your store.

MOST all business men agree now that Advertising is one of the greatest forces in conducting a successful business. Some firms are large enough to maintain an advertising department of their own. Consult one of these concerns and see if they would be willing to dispense with this part of their sales force.

Your business may be too small to afford adding an experienced advertising man to your payroll but this does not prevent you from advertising your business in an effective manner.

The TULSA WORLD maintains a corps of experienced advertising men in this department of the paper. Men who study merchandising conditions and write advertising copy that will produce results. Men who help you solve your business problems. You have probably thought about advertising your business and have given it up as a bad job when you began to prepare the copy for the newspaper. Don't neglect this important part of your business merely because you are not an experienced advertising man.

The entire advertising department of the TULSA WORLD is maintained to assist you with your advertising. We are always glad to send a man to your store, analyze your business and prepare advertising copy that

will increase your sales. This service does not apply to sales only but it is open to you at all times without any additional charge —THE SERVICE IS FREE.

In addition to preparing your advertising campaigns we furnish illustrations for your ads without charge to you. The WORLD spends hundreds of dollars every year for cut services. These drawings are made by the finest artists in the country and every week these cut services come to the WORLD office from the style centers of the east illustrating the very latest modes of merchandise of all kinds. We have hundreds of illustrations, and regardless of the kind of merchandise you are selling, we are prepared to furnish you cuts that will properly illustrate the article you are advertising.

The WORLD wants you to take advantage of this service. A phone call will bring an experienced advertising man who will plan and prepare your advertising as carefully as if he were employed by you.

The Lowest Advertising Rate

Per Inch per Thousand Circulation in the Southwest

CIRCULATION NOW OVER—

DAILY . . . 36,000
SUNDAY . . . 40,000

THE TULSA DAILY WORLD

OKLAHOMA'S GREATEST NEWSPAPER
MOST CIRCULATION — MOST ADVERTISING — BEST RESULTS